

# UPCOMING TRADE EVENTS

**MAY - NOVEMBER 2001**

DATES	EVENT	LOCATION
May 10-11	Green Building Materials Mission To help U.S. companies capitalize on these opportunities, the Commercial Service HK and the United States-Asia Environmental Partnership are organizing a two-day seminar and matchmaker program to promote energy efficient and environmentally friendly technology for building practitioners in Hong Kong.	Hong Kong, China
May 14-15	High Tech Solutions Matchmaker This high-profile matchmaker will focus on the booming French market for information technology, Internet and telecommunications products and services.	Paris, France
May 15-17	OGU-2001 This event is being staged to meet the growing need for the development of the oil and gas sector in Uzbekistan following the break-up of Uzneftagas. It is being organized by International Trade and Exhibitions, Ltd and the Ministry for Foreign Economic Relations of the Republic of Uzbekistan.	Tashkent, Uzbekistan
May 22-25	Consumer Expo/Food Expo 2001 Consumer Expo/ Food Expo 2001 is Kazakhstan's largest event in consumer goods, food processing and packaging equipment industries. The trade show is expected to attract 200 exhibiting companies from 25 countries and 20,000 visitors including importers, distributors and wholesalers.	Almaty, Kazakhstan
June 6-7	American Electronics Show The American Electronics Show in Fukuoka is an excellent opportunity to showcase American electronics, high-tech and telecom equipment, software and services to the Kyushu-Yamaguchi region. The American Electronics Association (AEA), the Fukuoka American Business Club and the American Consulate in Fukuoka jointly sponsor this show, as well as Fukuoka's leading companies, Kyushu MITI and local governments.	Fukuoka, Japan
June 6-11	GO- Expo Oil and Gas Show This show is North America's largest oil and gas equipment and services show.	Calgary, Canada
June 13 - 15	Seguritec Peru 2001 This show has grown in size and importance to become the premier security trade show held annually in Peru and attracts over 9,000 government, military, industry and business attendees on a regular basis.	Lima, Peru
June 19-22	Communic Asia 2001 / Broadcast Asia 2001 This is an annual exhibition on broadcasting and telecommunications equipment, systems and services for private and public networks.	Singapore
June 20-22	Ambiente Japan Ambiente Japan is Japan's premier homeware event. Last year over 225 exhibiting companies from 24 countries exhibited at last years show, attracting over 15,000 buyers during its three days. Products to exhibit at Ambiente Japan include cooking and bakeware, electrical appliances, cleaning articles and tools, bathroom and personal care, decorative accessories, furniture, lighting, arts and crafts, stationary and gifts.	Tokyo, Japan
July 5-8	American Travel Marketplace This event, which runs in conjunction with both the world famous Calgary Exhibition and Stampede and the Spruce Meadows North American Horse Jumping Tournament, provides a ideal and unique opportunity to reach probable future visitors to United States. A reception, hosted by our Counsel General, will feature product literature and standard travel promotions from the participants.	Calgary, Canada

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## HIGHLIGHTED EVENTS

### INFOTECH — TELECOMMUNICATIONS TRADE MISSION TO RUSSIA

**MOSCOW AND ST. PETERSBURG  
MAY 12-19, 2001**

The Deputy Assistant Secretary of Commerce for Information Technology Industries will lead an executive level information technology and telecommunications trade mission to Moscow and St. Petersburg, May 12 - 19, 2001. The mission will provide opportunities for American IT and telecom firms to enter or advance established interests in the Russian IT and telecom markets.

Company executives will meet with senior officials from Russian government agencies to gain information on steps being taken to expand competition in IT and telecom markets. Mission members will meet with executives of Russian IT and telecom companies to obtain information on the business climate, key players and upcoming opportunities. U.S. firms will be introduced to potential Russian business partners during the SyvazExpoComm 2001 trade show and through a series of one-on-one meetings with pre-screened Russian business executives.

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### NUTRITIONAL AND FOOD SUPPLEMENT PRODUCTS CATALOG SHOW AND VIDEO GOLD KEY

**BANGKOK, THAILAND  
MAY 24, 2001**

Thailand's market for health food and food supplements was estimated at \$290 million in 1999 and is expected to grow by 20 percent annually. Imports accounted for about 30 percent (\$87 million) of the total market value, with products from the U.S. having the largest share compared to other foreign suppliers in the market from Australia, Germany, Switzerland and the United Kingdom.

U.S. Embassy Bangkok's Commercial Service is seeking to help U.S. firms capture an even greater share of the import market by holding a special two-part event, consisting first of a Catalog Show to identify and pre-screen potential Thai partners, followed by a Video Gold Key for the U.S. participants with their top three "best prospect" Thai contacts whom we identify. An added feature for U.S. participants in this event is that we will continue to promote your company by including it in our "virtual" catalog show on our website for a six-month period.

The cost is a very reasonable \$300 for participation in the actual and virtual catalog shows, and \$600 for a Video Gold Key consisting of up to three meetings following the live catalog show.

Interested companies are urged to contact Mr. Nalin Phupoksakul at the Commercial Service, U.S. Embassy Bangkok, Thailand. Tel: (662) 205-5275; (662) 205-5090, Fax: (662) 255-2915, or Email: nphupoks@mail.doc.gov

<b>DATES</b>	<b>EVENT</b>	<b>LOCATION</b>
July 11-13	PAACE Automechanika PAACE Automechanika is an annual event where the Office of Automotive Affairs and CS-Mexico City distributes information on ITA services and collects trade leads for U.S. automotive parts and accessories companies from among event visitors.	Mexico City, Mexico
July 21-24	ISPO- Summer 2001 Exhibitors from over 40 countries present their range of products focusing on both summer and non-seasonal sports. Such products include sportswear, sports shoes, outdoor fashion, bathing and beachwear and fitness, tennis, squash, table tennis and badminton equipment.	Munich, Germany
August 19-21	Australasian Gaming Expo Australasian Gaming Expo is an annual trade exhibition for suppliers to the gaming, hotel, hospitality, amusement and entertainment industries.	Sydney, Australia
September 5-8	U.S. Pavilion at Asiafood Expo 2001 Asiafood Expo 2001 is the largest trade show for the food industry in the Philippines. Over 619 local and foreign exhibitors participated in the 2000 show which attracted 18,000 business people.	Manila, Philippines
September 9-12	Decosit Decosit is the major international trade show for upholstery textiles. Over 50 U.S. companies exhibit at this event, which attracts over 12,000 visitors from over 100 countries. At Decosit '99 the 10 American companies on the U.S. pavilion reported \$27.8 million in one year projected sales.	Brussels, Belgium
September 18-20	Elenex/Automate 2001 Elenex/Automate 2001 is the most prestigious trade event for the process control, automation, robotics and electronics for the manufacturing sectors.	Sydney, Australia
September 22-24	Cosmoprof Cosmetica 2001 Cosmoprof Cosmetica 2001 is the largest trade show in Latin America for cosmetics, toiletries and personal care products and second largest in the world. Last year's event attracted 78,000 visitors and had 500 exhibitors. This is the seventh year that the U.S. has had a pavilion at the show.	Sao Paulo, Brazil
October 3-8	Expovivienda This is the 6th version of this international trade show of materials, machinery and services for the construction industry. It is targeted to attract architects, engineers, decorators, designers and other professionals of the construction sector. The last edition of this show took place in August 2000, with more than 170 exhibiting enterprises and more than 99,000 visitors.	Lima, Peru
October 7-9	Golf Europe 2001 The U.S. Department of Commerce in conjunction with the American Consulate in Munich will sponsor a U.S. product sample/ literature center at Golf Europe. Major product categories are of all kinds of golf equipment, apparel, accessories and other golf-related products. U.S. golf equipment companies interested in gaining valuable exposure in Europe will not want to miss this opportunity.	Munich, Germany
November 6-9	Building Shanghai 2001 Building Shanghai 2001 is one of the largest annual trade events for the construction industry in China. The National Association of Home Builders (NAHB) will be hosting a conference that is co-located with the trade event providing unparalleled benefits to international participants.	Shanghai, China
November 15-17	Manitoba Mining and Minerals Convention The U.S. Commercial Service in Calgary has a unique opportunity for American companies to meet with Canadian firms involved in mineral exploration and mining services. The MMMC, in its 33rd year, attracts a wide range of exhibitors in the industry, including manufacturers of geophysical equipment; providers of analytical, consulting, financial, and mapping services; drilling companies; aircraft companies; software and evaluation package developers; telecommunications firms; and transportation and exploration companies.	Winnipeg, Canada

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## USED - REMANUFACTURED EQUIPMENT TRADE MISSION

### GUATEMALA AND HONDURAS JUNE 4-8, 2001

The Commerce Department's Industrial Machinery Division will organize a trade mission to Guatemala and Honduras, June 4-8, 2001 — for executives of American used and refurbished equipment companies interested in establishing a market presence. The mission will also assist them in identifying representatives for their product lines.

Construction, agricultural, food processing and packaging equipment show excellent potential for U.S. companies. All of these sectors are highly receptive to American products, and previous missions to these countries show a great interest in used equipment. In lieu of importing new or state-of-the art technologies, many enterprises purchase reconditioned or remanufactured equipment. Tariff rates are low. Barriers to entry and licensing requirements are virtually nonexistent.

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## RIO 2001

### RIO DE JANEIRO, BRAZIL JULY 14-18 2001

Brazil is the largest, most populous and most industrialized country in Latin America. Its economy is eighth largest in the world, larger than those of Mexico, Argentina and Chile combined. Rio 2001 will be an international conclave of dental manufacturers, buyers, sellers and dental professionals. As Brazil's premier dental show, Rio 2001 is an ideal venue for you to target the South American market. Rio 2001 will feature products and services for the dental industry and will attract buyers and distributors from the regional South American market. Over 35,000 visitors are expected to attend the event.

The U.S. Department of Commerce is offering three different options for those wishing to participate in the U.S. Pavilion at Rio 2001.

- American Product Literature Center — a cost effective way for your company to be represented without traveling to Rio 2001;
- Table Space Display Package with Support Services — an excellent opportunity for first time exhibitors to the region to attend the show and display literature and wall posters; and
- Full Sized Booth — a way to attend the show and have a full sized booth dedicated to just your company

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